

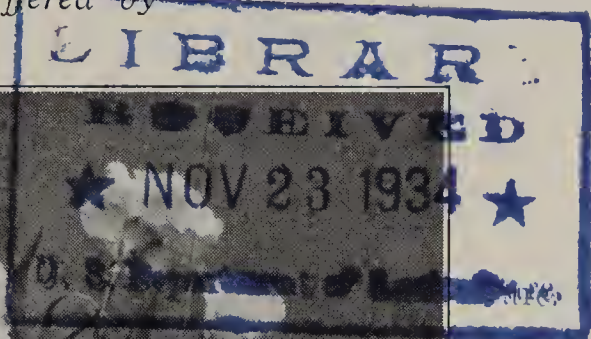
## **Historic, archived document**

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# CARNATION CUTTINGS

*Offered by*



OCEAN SPRAY—PURE WHITE

**The WM. SIM CARNATION CO., Inc.**  
SAUGUS, MASSACHUSETTS

*Largest growers of carnations  
under glass in America*

Season of  
1934-1935



ILLUSTRATING THE PORTION OF THE PLANT  
USED IN PROPAGATING

Every cutting we take is a side shoot<sup>r</sup> from a flowering stem on a healthy and prolific plant. Neither dormant bottom shoots nor weak and inferior top shoots are taken. In the above picture the three center shoots, which are numbered, would be used and the top and bottom shoots would be discarded.

These cuttings are taken by thoroughly experienced men from the plants in the green-houses. No cuttings are taken in the bunching room, and only our most skillful men are permitted to perform this vital operation.

After the cuttings are selected, they are properly prepared, disinfected and placed in sharp, clean sand where they are carefully watched until the root system is adequately developed. MR. SIM himself performs this very important work.





MR. SIM PLACING CUTTINGS IN SAND

### OUR SPECIALS

**OCEAN SPRAY.** (Seedling). Large, well-formed flowers of purest white, growing on strong, straight stems with perfect calyces. Plants are large and throw an abundance of cuttings. The flowers keep well and ship perfectly. Blooms are fragrant. Noted for its pure color, its strong stem and its complete freedom from splitting.

**BONANZA.** (Seedling). The finest carnation on our range right now, and the finest variegated yellow we have ever been familiar with. Large flowers of deep, rich yellow with slight red variegations. Can easily be used in place of pure yellow carnations. The stems are exceptionally strong, the calyx almost never splits, the variety is unusually prolific, and the plants are easy to grow and propagate.

**MY LOVE.** (Seedling). The finest of the dark pinks. A prolific variety with perfectly formed flowers. Produces heavily all year. The best keeper we grow. This variety is no longer restricted.

**MINA BRENNER.** A flesh colored pink sport of Boston Ward introduced last season. A remarkable keeper and shipper, very prolific and easy to grow. It is a real money making variety very popular with the retail trade.

*All at \$8.00 per 100—\$75.00 per 1000.*



ROOTED AND UNROOTED CUTTINGS  
OF OCEAN SPRAY

The cuttings purchased of us will appear as do those in the above picture. We are not in accord with the practise of cutting half the leaves away.

If cuttings are not sold when the root system is developed and the plants are ready to be removed from the sand, they are thrown away. They are never allowed to remain in the sand a single day after they should be transplanted. We root over 500,000 cuttings each season.

When cuttings leave our green houses, they are free of rust, spider, aphs and every other disease and pest in so far as can be detected. We absolutely guarantee that every cutting sold by us is exactly as represented in this circular. If you find them otherwise, we will cheerfully replace them or refund your money.

## OUR TERMS

**5% discount** if cash accompanies order.

**2% discount** if paid within 10 days of invoice date.

**Net** thereafter.

**Deferred payments**, on request, on orders of more than \$50.00.

**1000 rate** prevails on orders of 250 or more cuttings.

**Price** of more than 2000 cuttings 10% less than quoted price.





SCARLET MONARCH. A new red which has done especially well with us. Has stronger stems than Spectrum, and does not split as badly.

*\$8.00 per 100—\$75.00 per 1000.*

WOBURN. The best of the deep crimson carnations. This color is becoming very popular.

*\$8.00 per 100—\$75.00 per 1000.*

SPECTRUM SUPREME. A well known standard commercial variety of red.

*\$6.00 per 100—\$50.00 per 1000.*

SALMON SPECTRUM. One of the few profitable salmon pink varieties.

*\$6.00 per 100—\$50.00 per 1000.*

MAINE SUNSHINE. Still the only pure yellow carnation of commercial consequence today.

*\$6.00 per 100—\$50.00 per 1000.*

IVORY. Most common white variety grown. Extremely prolific and easy to grow.

*\$5.00 per 100—\$40.00 per 1000.*



In the two houses which we devote wholly to the development of new varieties, we now have several very promising seedlings which we are testing, and which we feel will become important commercially. We hope to be able to make an announcement concerning them next season.

It will be the policy of the present management to know thoroughly every new variety before offering it for sale. No carnation will be disseminated until it has been grown and handled successfully for an adequate length of time. You may feel perfectly safe in purchasing any of SIM's present or future offerings.

## TO PURCHASERS OF MY LOVE

*Believing that patents on carnations at present are of small benefit to the originator and a drawback to the trade, we have practically cancelled our patent rights on the "My Love" variety. The only restriction we are imposing is that the sale price for rooted or unrooted cuttings be not less than \$75.00 per 1000. It may be grown and sold unrestrictedly without paying a royalty. This is effective on and after December 1, 1934, and applies to all purchases past and present.*

If you are in the market for "My Love" why not secure your plants from the originator? Very few growers have finer stock of this variety than SIM. When ordering through your dealer insist that the cuttings come from the SIM CARNATION Co.



When dealing direct with us, address all communications, send orders and make checks payable to THE WM. SIM CARNATION Co., INC.



Any of our carnations may be secured through your dealer. All orders thus received are given the same prompt service, careful attention and high quality product as when you order direct.

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